



Call for Contestants

The Environmental Protection Agency (EPA), the Texas Commission on Environmental Quality (TCEQ) and the Mexico's Ministry of the Environment and Natural Resources (SEMARNAT), invite all children between 6 and 15 years of age to participate in a logo and slogan contest. We invite you to design a logo and/or slogan, or both, that depicts the uniqueness of our area, represents our culture and promotes and strengthens environmental awareness among all citizens of both countries.

Wouldn't it be awesome for your logo and/or slogan to win and become the permanent "identifier" of many programs jointly undertaken by civil society and government to ensure that we always have a clean, unpolluted border and that our wealth of land, our water, animals, birds, plants, lagoons and rivers are conserved for many generations to come?

The winning entry will become the official logo for The Border 2012 Environmental Education Task Force and will be widely used on correspondence and material from these offices.

ENTRY INSTRUCTIONS:

Age: All boys and girls from ages 6 to 15 years may participate.

Requirements for participants: Boys and girls who live along the Texas - Mexico border.

Deadline: The deadline for entering logos and slogans is **OCTOBER 11, 2004**

Logo: Logos will be scored according to the following criteria:

Should be related to the environment; they may depict any or all five natural elements—water, air, soil, flora, and fauna—with an attractive and simple visual image; they should convey a charismatic personality or appearance; and they should have a readily understood design that is easy to use and to reduce or enlarge for inclusion in posters, brochures and pamphlets.

Slogan: This should be a brief and expressive catchphrase. Slogans will be scored as follows:

They should be made up of from five to ten words, and they are to be catchy and easy to remember so that they will be quickly accepted by the public; they should convey the idea of a clean environment and protected, conserved, or properly used natural resources (flora and fauna); they may also tell people "what we should do" or "what we should not do" to avoid polluting; they should call on residents to have a positive attitude toward the environment. They are to be in Spanish and English

Slogans are to be written on 8 ½ by 11 (letter size) pasteboard

Complete information identifying the contestant should be on the back.

Delivery: Please deliver or mail entries to

Mr. Victor Wong
Texas Commission on Environmental Quality
707 E. Calton Road, Suite 304
Laredo, TX 78041-3638

(956) 791-6611

Judges: The judges will include staff from the SEMARNAT, EPA, TCEQ, the SEP, state governments, teachers, NGOs, and employees specialized in visual arts.

Awards Ceremony: Prizes for the top three places in each category (logo and slogan) will be given separately.

Prizes: *Modular sound systems with CD players; digital cameras; compact DVD players; and a DVD and DVD/VCR player*

The awards ceremony will be held on November 3, 2004, at the Reynosa Holiday Inn, Calle Emilio Portes Gil no. 703, Col. Prado Sur, C.P. 88560, at 5 p.m.. Make plans starting now to attend with your teachers, parents, or other family members.

Your presence on the day of the award ceremony is very important. Try to come because there will be an exhibition of the best drawings and slogans.

For more information, contact: Ms. Amadee Madril, EPA, (214) 665-2767